

# LAMBEAU FIELD ATRIUM POLICIES & PROCEDURES



## **Commitment. Teamwork. Intensity.**

These characteristics define the winning legacy of the Green Bay Packers in the past, present and future. We are delighted that you have decided to become a part of the tradition of Tittletown! Your selection of the Lambeau Field Atrium for your upcoming event is sure to be a crowd pleaser.

### **Contract/Confirmation**

Once you have selected the date for your special event at the Lambeau Field Atrium, a contract will be sent to you to confirm the date. Your signature is required on the contract, which should be returned by the date specified accompanied with a deposit. The deposit due is 50% of the room rental. The deposit, once received is non-refundable should you cancel. If you need to re-schedule your date, your deposit will be applied to the new date. If you need to reschedule the date more than once, your deposit may be forfeited.

There are no Special Events held at Lambeau Field on home game days or the day after a home game.

### **Payment**

Payments can be made by check, money order or credit card. All payments are made to the Lambeau Field Atrium LLC. Payment for your event including the estimated food and beverage charges, room rental and any ancillary charges is required at least ten (10) days prior to your event date. A credit card is requested on file to guarantee payment of any additional costs incurred the day of the event.

If you are tax exempt, please inform your Special Events contact at the time of booking. A copy of your Wisconsin tax-exempt status will be required for our files. Estimated charges will include state tax if this document is not provided.

### **Standard Insurance Requirements**

If requested, you must provide proof of general liability insurance as follows:

- a) \$1,000,000 per occurrence
- b) \$2,000,000 aggregate (per location)
- c) Green Bay Packers, Inc. to be denoted as Additional Insured for claims arising out of the event, and a waiver of subrogation in favor of the Green Bay Packers

Evidence of coverage must be provided ten (10) days prior to the event via an Accord certificate. Coverage must be underwritten by an insurer licensed to do business within the State of Wisconsin with a minimum AM Best Rating of A-IX.

### **Food and Beverage Service**

All federal, state and local laws with regard to food and beverage purchase and consumption will be strictly adhered to. Lambeau Field Atrium will not dispense alcoholic beverages to anyone under legal drinking age or to any parties considered under the influence of alcohol. It is therefore policy that no liquor, beer or wine may be brought in from outside sources.

Last call is 11:30pm or prior for all events.

All food and beverage consumed on the premises must be purchased through our caterer, Levy Restaurants. Remaining food shall not be taken from the premises.

### **Meal Guarantees**

Guarantees are required for the number of persons attending your function by 11:00am three (3) business days prior to the function date. This number will be considered a guaranteed number for attendance, not subject to reduction. If no guarantee is received, the expected number of guests on the Banquet Event Order will be considered the guarantee. If attendance falls below the guarantee, the licensee is responsible for the number guaranteed.

### **Shipping**

Customers or exhibitors shipping material and/or equipment to Lambeau Field prior to the event must receive permission and acknowledgement from the Special Events Office. Packages will not be accepted earlier than three (3) working days prior to the event date. Package labels must include:

- 1) Name of Green Bay Packers Special Events representative
- 2) Name of meeting or event
- 3) Person receiving materials
- 4) Date of the event
- 5) Box numbers (i.e. 1 of 3, etc.)

Storage space is limited. If you are shipping large amounts of materials, this must be approved through the Special Events Department.

### **Conference Materials**

Materials brought into the Lambeau Field Atrium that requires use of a cart should be directed to the Green Bay Packers loading dock. This includes entertainment, conference materials, wedding cakes, centerpieces, etc. The loading dock is open from 7:00am-3:30pm Monday-Friday (Saturdays 7:00am-12:00pm) IN SEASON. Any person(s) requiring the use of the loading dock will need to provide name and time of arrival to the Special Events Office for admittance. This is for security purposes. Failure to provide this information in a timely manner will cause a delay upon arrival.

If you have several persons/exhibitors that need to utilize the loading dock, we recommend that you stagger arrival times and ask the individuals to provide their own carts to facilitate move in.

Under no circumstances can carts be brought in through the Lambeau Field Atrium entrances (Miller Brewing Company or Oneida Gates).

### **Use of Carts**

The use of carts is prohibited in the public elevators. We also discourage use of the Main Atrium entrance for loading and unloading of materials due to the general public and the width of the doors. Should your event require use of a cart, we ask that you coordinate load in/out with your Special Events Coordinator.

Based on the items that you need to bring in and the number of loads, we encourage you to provide your own cart/carts to expedite the process. Any deliveries that require use of a cart will be asked to unload at the Lambeau Field loading dock located on the southeast corner of the stadium. For security reasons, please provide the name of the vendor/person along with company name, time of arrival, as well as a description of the delivery to your representative. The loading dock area is a secured area and you will need to be escorted by a member of the Special Events team.

## **Decorating**

Due to the structure of the building, helium balloons are not allowed. Balloons used to decorate other than helium filled are acceptable. No staples, tacks or adhesives are allowed on any walls or doors within the Lambeau Field Atrium. Limited size banners are acceptable and will be hung by the Green Bay Packers staff. Banners should be delivered to the Special Events Office prior to the event date. Banners may only be placed in the area that has been reserved for the event. Banners cannot be hung in the Main Atrium to be viewed by the general public unless they have been approved.

The use of glitter/confetti to decorate banquet tables is not allowed. Additional clean up fees will be assessed if glitter/confetti is utilized.

## **Entertainment**

Should you have entertainment at your function, please provide the name of your entertainment company/entertainer to your Special Events Coordinator. On the day of your event, your entertainer will be required to load any equipment in through the loading dock.

Due to the layout of the facility, entertainment is not allowed in the North Balcony unless special arrangements are made and will depend on other functions occurring on the same date.

## **Set-Up/Audio/Visual Services**

Your room rental fee provides for basic set-up of your function space to include: tables, chairs, staging, linens, dinnerware, security and basic audio visual. A list of audio visual services is available upon request. You are allowed to bring in your own equipment or utilize an outside contractor of your choosing.

## **Parking**

Parking is provided on a complimentary basis. Unless otherwise specified, please utilize the Special Events parking lot along Lombardi Avenue.

Buses are allowed to off load in front of the Green Bay Packers Ticket Office. The bus should then park in the Northwest corner of the parking lot near the intersection of Ridge Road and Lombardi Avenue.

Handicap parking is available at the main Atrium entrance, the Miller Brewing Company Gate.

## **Use of Logos**

Due to license restrictions, the Packers "G" as well as the Lambeau Field Atrium logo cannot be utilized or reproduced and should not be used to advertise the event on invitations, posters, banners, or media advertisements.

## **Access to Club Level (4th Floor)**

If your event is held on the Club Level/4th floor, your attendees will be asked to access this area via the escalators. The 4th floor or Club Level is a secured floor and is not open to the general public. By utilizing the escalator to access your event, the Green Bay Packers security are able to assist with ensuring that access is limited to your guests/attendees only.

Should you have an attendee/guest with mobility concerns, arrangements can be made to utilize the elevator. Please discuss this with your Special Events Coordinator in advance of your event.

## **Guest Services**

The Guest Services Desk is located in the Atrium. Information regarding the Lambeau Field Atrium can be obtained from the Guest Service representatives each day from 8:00am-5:00pm.

## **Atrium Access**

The Lambeau Field Atrium is open to the general public each day, beginning at 8:00am on weekdays and 9:00am on weekends, with the exception of game days. Should your event be scheduled to begin prior to 8:00am, the Atrium doors will be opened 15 minutes prior to the start of your first scheduled function. Special arrangements for admittance can be arranged for set-up time. Please coordinate this through your Special Events Coordinator.

### **Weddings**

Flowers, including centerpieces and other decorations may be delivered by the vendor of your choice the day of your event. These items should be brought in through the Green Bay Packers loading dock. Please advise the Special Events Office of the name of the person(s) making any delivery as well as the anticipated time of arrival. All decorations and flowers should be removed at the conclusion of your event. Please make sure that any decorations used other than flowers are pre-approved.

Wedding cakes are not to be delivered more than three (3) hours prior to the start of your event. The bakery should be instructed to unload at the Green Bay Packers loading dock. Please advise name and arrival time in advance. You can have the bakery contact us directly to arrange a time and receive further instruction.

Your entertainment/entertainer should set up prior to the start of your event. Please instruct them to contact your Special Events representative.

The Lambeau Field Atrium and the Green Bay Packers are not responsible for any items left on the premises before, during or after the event.

### **Exposition Services**

The Lambeau Field Atrium does not provide drayage services. We can recommend local companies/contractors or you can utilize a company of your choice.

There is an electrical charge for all booths and table top exhibits that request power.

### **Tours**

If you would like to add a stadium tour or self guided tour of the Green Bay Packers Hall of Fame to your event, the Green Bay Packers Special Events Office will be happy to arrange it for you.



**On behalf of the Green Bay Packers and the  
Special Events Department, thank you for your business!**